

Frequently Asked Questions

BlackBerry® Curve™ 9310/9320/9220 smartphones

Availability

Which colors will be available?

Colors will depend on the region, the carrier/provider, and the mobile packages and plans being offered.

Some colors could include:

- Piano Black
- Pure White
- Teal Blue
- Fuchsia Pink
- Vivid Violet



Customers

Who are the target customers for these devices?

BlackBerry Curve 9310/9320:

Target customers for the BlackBerry Curve 9320/9310 smartphones are feature-phone and QMD up-graders and existing BlackBerry Curve 8520/8530 or 9300/9330 owners. They expect their smartphones to have high performance features and to be future-proof against new technology. They have a large community of friends and family and like to share experiences with them through multimedia, social networking, BBM™, and apps. Style and personalization are important to them.

BlackBerry Curve 9220:

Target customers for the BlackBerry Curve 9220 are feature-phone users or cost conscious Curve 8520 users looking to upgrade and who want to stay connected to the people who matter most to them. While aware of technology, these people have simple and basic functional needs for a smartphone and seek practical solutions that will last. They are driven by price, but brand is an important consideration that carries inner pride, a sense of status, and denotes prestige to their peers.

What are the key features or selling points of these devices?

The BlackBerry Curve 9320/9310 and 9220 smartphones are full of powerful features that customers will enjoy:

Powerful BlackBerry functionality (phone, text messaging, push email, GPS, Wi-Fi®)

All the social networking tools needed to stay connected on the go including BBM™, the latest BBM connected applications, Facebook®, Twitter® and Social feeds.

Dedicated BBM key that provides access to your BlackBerry community of friends and family.

FM Radio to stay up to date and in the know.

Staying connected in real time with those who matter most.

Battery life that lasts the day.

Reliable and durable from a trusted and valued brand.

Practical design and best-in-class QWERTY keyboard for easy typing.

Fashionable range of colors to suit personal style.

Fast web-browsing so they can get access to what they need to know.

The latest OS, which includes great few features like allowing users to use their device as a Mobile Hot Spot (MHS)*.

Being able to indulge their passions and share with others with a great selection of new and exciting apps downloadable from the BlackBerry App World™ Storefront.

Capturing and sharing special moments with a flash camera and video capture capabilities.

The complete package at an affordable price.

What will make a customer want to own a new Curve device?

The BlackBerry Curve 9320/9310 and 9220 smartphones offer the core BlackBerry experience made affordable for people who want to get the most out of their days. They can stay connected with their friends and family in real time and get things done together, no matter where they are.

Specifications

How much memory do these devices have?

All three smartphones have 512MB SDRAM,
512 MB on-board memory, expandable up to 32 GB via microSD card¹

What are the camera specs?

BlackBerry Curve 9320/9310

3.2MP camera, flash, image stabilization, face detection,
4x digital zoom, extended depth of field, and video recording

BlackBerry Curve 9220

2.0MP fixed focus camera, video recording, and 5x digital zoom.

What is the battery life?

BlackBerry Curve 9310 (CDMA)

Talk time: up to 8 hours

Standby time: up to 18 days

Music playback: up to 70 hours (with headset usage)

BlackBerry Curve 9320

GSM talk time: up to 7 hours

GSM standby time: up to 18 days

UMTS talk time: up to 7 hours

UMTS standby time: up to 18 days

Music playback: up to 30 hours (with headset usage)

BlackBerry Curve 9220

GSM talk time: up to 7 hours

GSM standby time: up to 18 days

Music playback: up to 28 hours (with headset usage)



What is its size and weight?

Size: 109mm x 60mm x 12.7mm

Weight: ≤ 104 grams (for all three devices).

What does the BBM dedicated key do?

Instantly launches the BBM application so users don't have to go in to any folders to open it.

Are these devices compatible with the BlackBerry PlayBook tablet?

Yes, these devices work with the PlayBook tablet when BlackBerry Bridge is installed.

Which version of BlackBerry software OS comes preloaded?

BlackBerry® 7.1 OS comes preloaded on the BlackBerry Curve 9200 and 9310/9320 smartphones.

Which apps are preloaded?

Below is a list of some of the apps that come preloaded on the BlackBerry Curve 9220 and 9310/9320 smartphones. For a complete list, check with your carrier/partner.

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Media

FM Radio

BBM™ Music (region specific)

Music Store (region specific)

Slacker Radio

Games

BrickBreaker

Word Mole

Instant Messaging

BBM

MSN®

Yahoo® Messenger

Google Talk™

Misc

Plans Application (carrier dependent)

Parental Controls (carrier dependent)

Emergency Alert Message Service (carrier dependent)

What do I need to do to set up my BlackBerry Curve for the first time?

Once you've opened the box of your BlackBerry smartphone, you'll want to complete these steps in order:

1. Insert the battery
2. Connect to the wireless network
3. Configure your email accounts

You can learn about all these steps and more in the Getting Started section of blackberry.com.

Where can I learn more?

Visit www.blackberry101.com to watch a demo and take an interactive tour through the features of your new BlackBerry device. You'll learn all the ins and outs of using your device, including personalizing it, updating software, and browsing.

 **BlackBerry Curve™**

¹ The BlackBerry Curve 9310 smartphone accepts microSD cards up to 32GB in size; the amount of storage is determined by card capacity. MicroSD card is required for video clip capture and may not be provided depending on offering. Mobile Hotspot may or may not be available depending on the carrier service offering. © 2012 Research In Motion Limited. All rights reserved. BlackBerry®, RIM®, Research In Motion® and related trademarks, names and logos are the property of Research In Motion Limited and are registered and/or used in the U.S. and countries around the world. Facebook is a trademark of Facebook, Inc. Google Talk is a trademark of Google Inc. LinkedIn is a trademark of LinkedIn Corporation. MSN is a trademark of Microsoft Corporation. Twitter is a trademark of Twitter, Inc. Wi-Fi is a trademark of the Wi-Fi Alliance. Yahoo! is a trademark of Yahoo! Inc. All other trademarks are the property of their respective owners. This documentation is provided "AS IS" and without condition, endorsement, guarantee, representation or warranty, or liability of any kind by Research In Motion Limited and its affiliated companies, all of which are expressly disclaimed to the maximum extent permitted by applicable law in your jurisdiction. RIM04978